

h52091/60





Freedom of choice and the wisdom to use it

Quick Login:

Go

# PatientWise is a serious marketplace

Company News

Contact us

for "significant healthcare services" allowing patients to make well informed, comparative purchase decisions among institutions responding to their specific healthcare needs and service preferences.

A patient, using carefully designed templates to specify his or her healthcare need and service physician produces a "case statement" on-line. A patient may require assistance from his or her referring physician state the healthcare need accurately; PatientWise can help with this process.

Institutions respond, within a stated timeframe, to individual case statements with structured templates containing well defined elements including quality indicators, services, and price.

PatientWise organizes the proposals so the patient sees side-by-side comparative information about quality and price. Upon review of organized proposals, the patient — often in consultation with the referring physician — chooses one of the responding institutions and secures its services with a deposit.

Legal Notices

Provider
Referring
Physician

Fig. 2.



#### Freedom of choice and the wisdom to use it

Definitions



Home Company News

Contact us

Consumer

Provider

Referring

Physician

### Definitions

Significant health care services are non-emergency complex procedures requiring a hospital, principal surgeon and other professionals acting together to respond to serious medical conditions.

Service preferences may include travel distance, timeframe in which procedure should be scheduled, accommodations for family or significant other, or anything else important to the patient.

Institutional responses include its "track record" (quality and outcome indicators) for the procedure needed; the name(s), qualifications and track record of the proposed principal surgeon(s), the extent to which service preferences can be met, the "price", and any other attributes of the institution it cares to make the patient aware of.

Price is well defined -- at a minimum it represents the combined charges of facility and principal professionals (surgeon(s), anesthesiologist(s), and hospital-based physicians such as radiologists and pathologists). However, at the institution's discretion, it may include other professional services (e.g., consultants, if necessary). Prices are not set. They depend on the particular clinical circumstance and will vary among institutions and from time to time vary at a given institution. In some instances (e.g., a patient with traditional Medicare coverage) price information is not applicable.

The deposit may be refunded in whole or in part depending on the extent to which the patient's insurance covers the price of the procedure.

F13.3



#### Freedom of choice and the wisdom to use it

Physician Information | Get Information

110

Home

Company

News

Contact us

Consumer

**Provider** 

Referring Physician

### Referring Physician

Patientwise.net is your tool to improve your patient's understanding of his or her choices, when complex healthcare services are needed.

You can refer your patient to the patientwise.net web site to submit information and receive proposals from medical centers in the area, or across the country, as appropriate.

Your patient will be able to compare information about the credentials and track record of the surgeons and medical centers proposing to deliver needed care.

Your patient can also see what additional amenities, and scheduling options are available.

Though price is not the most important factor for many patients, they can also learn what the entire procedure will cost, for both facility and professional fees.

Price is not indicated for Medicare beneficiaries or Medicaid program participants.

PatientWise recommends that you schedule office visits with the patient to assist with the development of case profile, and to review the proposals that come back to your patient (three working days after submission) and help him or her make a selection.



### Freedom of choice and the wisdom to use it

Clinical Qualifications | Services | Price | Provider Information | Pre-Register

Home

Company

News

Contact us

Consumer

Provider

Referring Physician

# PatientWise Proposing Medical Centers



Patientwise.net helps discriminating patients who need significant hospital-based health services to find the best match for their needs both clinically and non-clinically and to obtain an "up-front" knowledge of what the care will cost.

Usually with the help of a referring physician, patientwise.net patients construct case statements which contain the reasons for the requested clinical intervention. The case statements include:

- Chief Complaint
- History of Present Illness
- Past Medical History
- Review of Systems
- Current medications
- Allergies, and pertinent findings (physical signs, laboratory values, imaging results, results of special tests, where appropriate)

The patient may specify other preferences. (For example, a patient seeking a hip replacement might seek a particular week for scheduling to accommodate a spouse's vacation schedule.)

Key attributes of the patient's insurance would also be included.

The case statement, as posted on the Internet, does not contain unique patient identifying information.

As a provider with service lines in the category of the requested service, you might choose to prepare a response to a given case statement. (As a participating patientwise net provider, you are never required to propose.)

Your response will include required and optional elements in three areas: clinical qualifications, service, and price.



130

### Freedom of choice and the wisdom to use it

Clinical Qualifications | Services | Price | Provider Information | Pre-Register

Home

Company

News

Contact us

Consumer Provider

Referring Physician

### Services

By its very nature, patientwise.net does not handle emergencies.

Nevertheless, many patientwise.net patients have serious conditions (including coronary artery disease, aortic aneurysms, brain tumors, or cancer). They will be anxious to find the right setting for their care quickly.

For this reason, only three business days are allowed from the time a case is posted on the secure provider site on the internet to the cut-off time for proposal submission.

A complete proposal will require two dates:

- The date of an outpatient visit with the principal surgeon.
- The week during which the procedure itself could be performed.

The outpatient visit allows:

- The patient to meet the surgeon
- The surgeon to review the clinical material supplied by the patient and the referring physician to verify that the procedure is, in fact, necessary
- To carry out any further pre-admission testing that the surgeon feels is necessary, or that your facility requires
- To complete other required tasks (e.g., informed consent, insurance eligibility, insurance authorizations).

You will also have the opportunity to address service preferences expressed by the patient and add any helpful information that might distinguish your institution. For example, you may wish to highlight the availability of private rooms, assistance with travel arrangements, availability of translators, availability of elder care or child care, or availability of accommodations for a significant other.





Freedom of choice and the wisdom to use it

,140

Home

Company

News

Contact us

Consumer

Provider

Referring Physician Contact Us

Use the form below to send a brief email message to patientwise.net. If you would like to pre-register, use these links: Consumers | Providers | Referring Physicians.

				2	
First Name					
Last Name			- 14	14 16	
Email Address			-//	16 *	148
Message					
18	Submit	<#Thanks>			



# Freedom of choice and the wisdom to use it

Consumer Information | Get Information

1150

Home
Company
News
Contact us

Consumer.
Provider
Referring
Physician

# Get Information

This form is for consumers who wish to receive information. Referring physicians should click here, and providers should click here.

First Name		
Last Name		152
Street Address 1		
Street Address 2		
City		
State	- Select A State - 🔽	
ZiP		
Day Phone		; <b>-</b> 4
Evening Phone		154
Email Address		
Comment (255 characters)	Submit <#Thanks>	

F13.8

**Legal Notices** 



# Freedom of choice and the wisdom to use it

Physician Information | Get Information

Home
Company
News -
Contact us
Consumer
Provider
Defection

Physician

### **Get Information**

1160

This form is for physicians who wish to get more information. Consumers should click here, and providers should click here.

First Name	·	
Last Name		162
Practice Name		<b>/</b>
Street Address 1		
Street Address 2		:
City		
State	- Select A State -	
ZIP		
Day Phone		
Evening Phone		164
Email Address		K
Comment (255 characters)		
	Submit #Thanks>	

**Legal Notices** 

F13.9



#### Freedom of choice and the wisdom to use it

Clinical Qualifications | Services | Price | Provider Information | Pre-Register

Home

Company

News -

Contact us

Consumer

Provider

Referring Physician

### Clinical Qualifications

When you choose to offer a proposal, the required data elements are:

- Principal Surgeon
- His/her qualifications
  - Medical School and residency training
  - Board Certification
  - Years in Practice
- Track Record over the most recent year:
  - Number of cases performed of this type of procedure
  - In-hospital deaths among these cases
  - Number of cases with complications
  - Expected uncomplicated length of stay
- Facility-wide track record:
  - Number of cases performed of this type of procedure
  - Morbidity
  - Mortality
  - Patient Satisfaction measurement and description of the tool used to measure it.

In addition to these required fields, you may wish to further explain your quality information, so that the patient will see this information along with the numbers. For example, you may wish to include long term results, or explanation about how being a referral center affects the results, or how your use of clinical pathways allows patients and families to monitor progress, or how patient satisfaction is related to your use of modern pain management techniques. You can say anything provided it is true and based on reasonable evidence.

You may feel free to include your web site address and citations to articles that favorably portray the surgeon, department or facility.

;



## patientwise.net

# Freedom of choice and the wisdom to use it

Ctinical Qualifications | Services | Price | Provider Information | Pre-Register

Home

Company

News-

Contact us

Consumer

Provider.

Referring Physician

#### Price

For patientwise.net, price has a well-defined meaning. It is the sum of the charges that will be submitted by the facility and the principal professionals involved in the procedure:

- Principal Surgeon
- Assistant Surgeon (when appropriate)
- Anesthesiologists (or CRNAs)
- Radiologists
- Pathologists

PatientWise is asking for a not-to-exceed total of these elements, plus any other elements that the proposing medical center chooses to add.

PatientWise is not asking for a combined billing, by the facility and professionals, to the patient's insurer, but does require a single bill to those patients who are self-pay. For medical centers and professionals who are participating providers with the patient's insurer, health plan or HMO, bills may not exceed any existing contractual limits. Medical Centers needing assistance with claims re-pricing or with administrative services to re-distribute payments among participants should contact PatientWise Corporation.

Patientwise.net is a "spot market;" whatever price you quote is understood to apply for that single, specific case statement, and no other. It will be revealed by patientwise.net only to the patient submitting the case statement.

Your price should reflect the sum your facility and professionals are willing to claim given:

- The specifics of the case
- Your desire for incremental cases at the time of your proposal
- Your sense of the price sensitivity of the patient
- The attractiveness of your organization, by general reputation or by the contents of your proposal

Price quotes are not necessary for traditional Medicare beneficiaries, or for Medicaid recipients, if they are inadvertently included, we will not pass them along to the patient.

Prices will be in U.S. dollars. The patient and/or payer will absorb the cost or reap the benefit of currency fluctuations between the time of quote and payment.

F13.11

(DK)	patientwise.net Consur
Home	j
Company	1
News	ł
Contact us	
Consumer	
Provider	

Referring Physician

Consume	urs 200
	Basic Referring Clinical Information Physician Information $\mathcal{L}/\mathcal{L}_{\gamma}$
	Title Mr. There are 4 proposals on file.  Last ACKERMAN  First RAYMOND  M J - 217
	• Addr1 34 2nd Street — 218 • Addr2 — 220
	• City PINE BLUFF  • State or Province Texas  - 224
	Postal Code 53140     Country United States of America     Date of Birth 12/25/1943 — 2.30
	• Sex M - 232 / 234 • Home Phone (262) 345-6789
	• Work Phone (262) 456-0897
	Email Address rackerman@msn.com     Preferred Method of Context EMail     Social Security Number 023456789
	Health Insurance Coverage Other Commercial - 148 / 250 Health Insurance Company USA Health
	• Group Number 234566 — 252 • ID Number 08-1234567 — 254   256
Z.	My children are unaware of my illness  Explanatory Notes (Optional) Please contact me by e-mail.

Freedom of choice and the wisdom to use it

Fig. 12.

VOLLY.
--------

Consumers

262

Freedom of choice and the wisdom to use it

Consumer Information I

Home	
Compa	any
News	

Contact us

Provider
Referring
Physician

Consumers	260		
<u>Basic</u> <u>Referring</u> <u>Information</u> <u>Physician</u>	Clinical Information	<u>Services</u>	
• Chief Complaint Hint 2  • Chief Complaint Hint 2  (#CC>	95 272 266 273	D 267	•
History of Present Illness	- 274	268	
<pre>&lt;#PMH&gt; • Review of Systems </pre>	275		
• Medications +#MEDICATION>	· /	∇ . <i>270</i> ———— • • • • • • • • • • • • • • • • •	
• Allergies Hint 277  <#ALLERGIES>  Submit 278		27/	

	itientwise.net
1900)	Freedom of choice and the wisdom to use it
	Consumers 282, 280,
	Bosic Information Referring Physicians Clinical Information
Home	Referring Physicians
Company	
News	Primary Physician  Last Harman  First John  283  284
Contact us	• Last Harman
	• First John 285
	• Addr1 2200 3rd Street 286
	Addr2
Consumer	• City Kenosha —— 287 Wisconsin V —— 288
Provider	State or Province Wisconsin  Postal Code 53140  Postal Code 53140  Postal Code 53140
Referring	• Country United States of America
Physician	• Phone (262)-345-6792 —— 297
	Fax Number (1202) 515 515
	Email Address jharm@aol.com ————————————————————————————————————
	Other Physician
	• Last
	First     Addr1
	Addr2
7.1	• City
43	• State or Province - Select A State - 🔻
	Postal Code     Country United States of America
	• Phone
	• Fax Number
	• Email Address
	<#NOTES>
	• Explanatory Note
	<ul> <li>By clicking the submit button you are giving us permission to contact the above physic subject to any conditions in the explanatory note.</li> </ul>

Submit



302

Freedom of choice and the wisdom to use it

Consumer Information | Get Information

# Consumers

Home
Company
News
Contact us
Consumer
Provider
Referring

Basic rmation	Referring Physicians 300 (	Clinical Information
Restrict propos	als to hospitals in my insurer's netwo	304
Distance (in mi	les) willing to travel 🔽 — 300	
Preferred Time	frame for Procedure: As soon as pos	
Add additional or other accom	preferences (e.g., private room, tra odations)	inslator needed, religious acco
<#OTHER>		
		≣ √3/0
ļ		
1		=
		=
Submit		





# Freedom of choice and the wisdom to use it

Clinical Qualifications | Services | Price | Provider Information | Pre-Register

Home	Pre-register			
Company			t = 't =	te estimatudo pat
News	To find out more abou patients please fill in t	t being authorized to su the following information	n:	350
Contact us	First Name		354	
	First Name		356	
	Last Name			358
	Organization Name		360	
Consumer	Medicare ID		362	
Provider	Web Address	http://	·	
Referring	Street Address 1		364	
Physician	Street Address 2		366	
	City		368	
		- Select A State - ▽	-370	
•	ZIP		372	
	Phone		- 374	
	Email Address		-376	
	Are you the person w your organization?	tho will be authorized to		als for 380
	If not, please provide authorized to submit	e the name of the persor proposals. If you don't k	n who will be know, leave it b	lank. 382
	You will be sent deta program in the mail. up.	niled information about to Please tell us how you p	orefer that we f	.net oltow-
	Enter your comments (255 character maxir	s or questions in the spac num.)	ce below.	386
J	14 <b>3.</b> 16	Submit <#Thanks>		

**Legal Notices** 



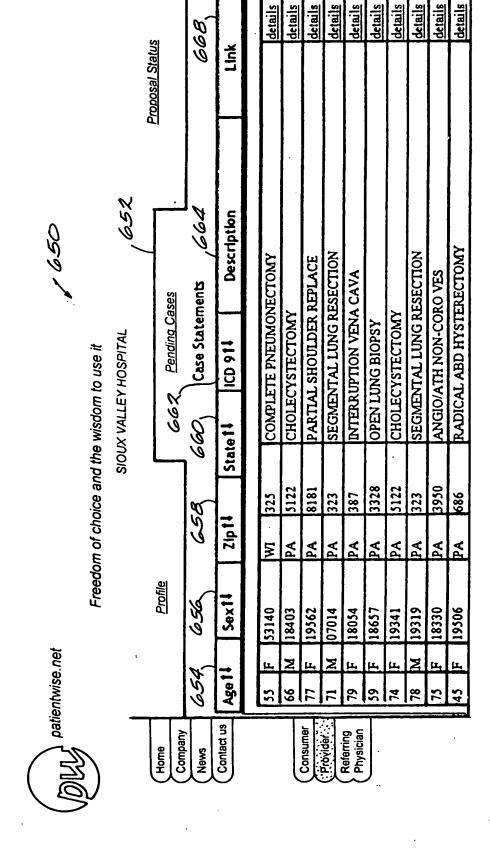
<#NAME>

Freedom of choice and the wisdom to use it

Home	<#CONTACTNAME		
Company	<u>Profile</u>	Pending Cases	
News	<pre>&lt;#PROFILE&gt;</pre>		
Contact us	Change for this session only	Change for this session and for future sessions	Save
Consumer Provider Referring Physician	Change for this session only		

	500
Freedom of choice and the wisdom to use it	
502 504 508	3 506
Surgeon:	507
Last Name Smith First Name James	Deg MD 509
Medical School University of South Dakota	Year Graduated 1978 52/
Board Certification Neurosurgery ( Years in Practice	20/5/2
Procedures of this type in last year 100 5/0	522
Among these, inhospital deaths 3—5/6	Date of First Surgeon Visit 10/25/2000
	Week of Procedure 10/30/2000
Among these, inhospital complications 7–5/8	Alternate Week 11/06/2000
Expected Langth of stay 5.1 -520	Alternate Week   11/06/2000
Facility:	/530
Procedures of this type in last year 250 — 5.3.2	
Among these, inhospital deaths 11 - 334	
Among these, inhospital complications	538 <sub>1</sub>
Dr. Smith has an excellent reputat	
written over 30 papers and pioneer intracranial surgery. His long-te	
Additional Clinical information very low for benign tumors - about	/ E
We have excellent travel arrangeme flights, arrange hotel accommodati	_
Additional Service information or family.	ons for patient & spouse U 550
Price:	
Price Type:	Itemized
Facility:	\$15,000.00
	Case Rate
Principal Surgeon:	\$8,000.00
Assistant Surgeon:	\$4,000.00
Anesthesia Professional:	\$3,000.00
Radiology Professional:	\$1,000.00
Pathology Professional:	\$300.00
Total:	\$31,500.00
Other Price Information: Almost always there is a	
neurology consultation which we will arrange and include	
in the price by one of our	
professors of Neurology.	

62	Proposal Status	Distance	Anywhere of Anywhe	
29	ses		409	
. Sign	Pending Cases		Tongue, Laryro, Sinuses, Jaw)  1. Bronchial tubes, chest cavity other than heart) and Veins} 1., Small & Large intenstine, Rectum, Anus) 1. Small & Large intenstine, Rectum, Anus) 1. Small & Large intenstine, Pancreas, Spleen) 1. Small & Large intenstine, Pancreas, Spleen) 1. Small & Large intenstine, Dances, 1. Small & Large intenstine, Dances, 1. Small & Large intenstine, Spleen) 1. Small & Large intenstine, Spleen) 1. Sastkles, Penis, Scrotum) 1. Fallopian tubes, Utenus, Vagina) 1. Pastkles, Penis, Scrotum) 1. Fallopian tubes, Utenus, Vagina) 1. Porawing organs, Immunologic Disorders 1. Tewic or Linspecified sites 1. OF DRUGS 1. HR CONTACTS WITH HLTH SERVCS	·
SIOUX VALLEY HOSPITAL Good day, Dave Link	Profile	Ogn	EASES OF THE EYE  Lases of The Eye  Lases of The Eye  Nose, Mouth & Throat (Includes Bringstor) Reader, Arteries, Respected System (Lungs, Trachea & CULATORY SYSTEM (Heart, Arteries, Restor) RESTIVE SYSTEM (Heart, Arteries, Restor) RESTIVE SYSTEM (Heart, Arteries, Restor) RESTIVE SYSTEM (Loints such EASES & DISORDERS OF THE SKIN, SU DOCRINE, NUTRITIONAL & METABOLIC NEY & URINARY TRACT (Bladder, Urel SERSES & DISORDERS OF BLOOD, BLOOD, BLOOD ELOPROLIFERATIVE DISEASES & DISOR ECTIOUS & PARASITIC DISEASES, SYS) NTAL DISEASES & DISORDERS TORS INFLUENCING HLTH STAT & OTILIPLE SIGNIFICANT TRAUMA	Coverage P HWO P Other Commercial P Medkare P Medkald P Self Pay
	Home	1 6	Consumer Consumer Referring Physician Physicia	<u>3                                    </u>



New Fig. 20 Here are the current cases that meet the hospital's profile.

D

Azis. 20



Freedom of choice and the wisdom to use it

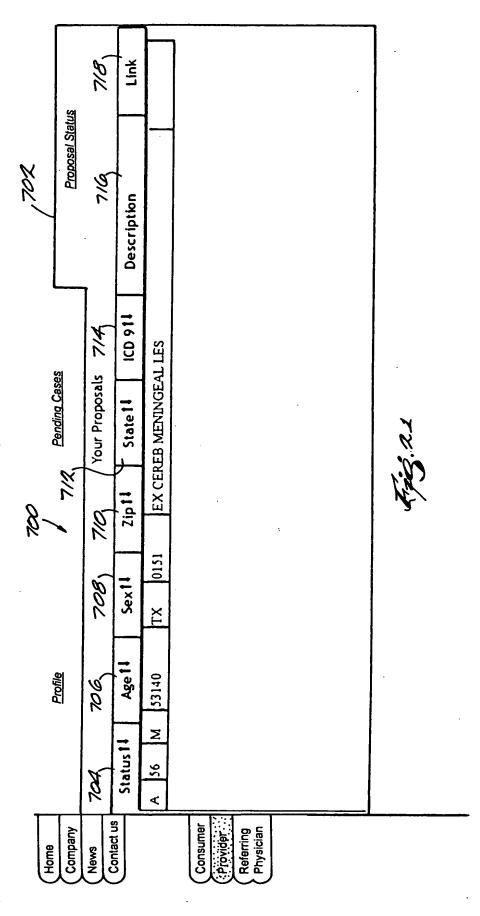


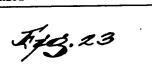
Fig. 22.

	patientwise.net	
DUY'	752 Freedom of choice and the wisdom to	use it
	SIOUX VALLEY HOSPITAL	,
Accept	•	. H
Castach "		1
(Go Back	Surgeon:  Lest Name   Smith   Pirst Name   James	Dog MD
COO BOOK	Lest Name   Smith First Name   James   Medical School   University of South Dakota	Year Graduated 1978
1		20
	Procedures of this type in last year   100	Date of First Surgeon Visit 10/25/2000
	Among these, inhospital deaths 3	
	Among these, inhospital complications 7	Week of Procedure   10/30/2000
	<u></u>	Alternate Week 11/06/2000
	Expected Length of stay 5.1	
	Facility:	
	Procedures of this type in last year 250	·
	Among these, inhospital deaths	
	Among these, inhospital complications	<u>}</u>
	ne Smith has an excellent reput	tation nationally. He has
	written over 30 papers and pione	eered techniques in
	Additional Clinical information very low for benign tumors - ab	out 31 over 5 years.
	We have excellent travel arrange flights, arrange hotel accommod	ements and can help book
	flights, arrange hotel accommod.  Additional Service information   Or family.	©
	Price:	
	Price Type:	Itemized
	Facility:	\$15,000.00
		Case Rate
	Principal Surgeon:	\$8,000,00
	Agrictant Surgeon:	\$4,000.00
	Anesthesia Professionat:	00.000,02
	Radiology Professional:	\$1,000.00
	Pathology Professional:	\$300.00
		\$31,500,00
	Total: Other Price information:	•
	Almost always there is a neurology consultation which	
	we will arrange and include   ]	
	in the price by one of our professors of Neurology.	



Report for: Mr. RAYMOND J ACKERMAN 10/26/2000

•		
Facility	SIOUX VALLEY HOSPITAL	MT SINAI HOSPITAL MEDICAL CENTER
Principal Surgeon	James Smith MD	James Williams MD
Medical School	Univeristy of South Dakota	NÝU
Graduated	1978	1972
Board Certification	Neurosurgery	American Board of Neurosurgery
Years in Practice	20	20
Number of Procedures (past yr)	100	150
Inhospital Deaths (among these)	.3	5
Inhospital Complications (among these)	7	7
Expected Length of Stay	5.1	4.1
Facility Procedures (past yr)	250	340
Inhospital Deaths (among these)	11	12
Inhospital Complications (among these)	16	31
Clinical Services	Dr. Smith has an excellent reputation nationally. He has written over 30 papers and pioneered techniques in intracranial surgery. His long-term recurrence rate is very low for benign tumors — about 3% over 5 years.	We are a neurosurgical "center of excellence." Our program is recognized widely. Dr. Williams and his colleagues have published and spoken widely. Our equipment is state of the art with new laser surgical instruments to minimize brain damage.
Non-clinical Services	We have excellent travel arrangements and can help book flights, arrange hotel accommodations for patient spouse or family.	We do have private rooms available and hotel accommodations within 1 block from the hospital.
Office Date	10/25/2000	09/15/2000
First Week	10/30/2000	09/18/2000
Alt. Week	11/06/2000	09/25/2000
Total Price	\$31,500.00	\$35,000.00
Type of Price	Itemized	Global



Type of Facility Price	Case Rate	N/A
Facility Case Rate	\$15,000.00	N/A
First Days' per Diem	N/A	N/A
Days of First per Diem	N/A	N/A
Subsequent Days' per Diem	N/A	N/A
Principal Surgeon Fee	\$8,000.00	N/A
Assistant Surgeon Fee	\$4,000.00	N/A
Anesthesia Fee	\$3,000.00	N/A
Radiology Fee	\$1,000.00	N/A
Pathology Fee	\$300.00	N/A
Other	Almost always there is a neurology consultation which we will arrange and include in the price by one of our professors of Neurology.	

